



**Member of the Board of Directors
Job Description and Expectations
2021-2022**

Conference Director(s)

Description

- As a member of the Board of Directors, the Conference Director(s) will not only own responsibility of the MassSTAR Conference, but also serve as a liaison to board members, ensuring that adequate support is being given from the Board of Directors to achieve conference goals.
- With the ongoing pandemic due to COVID-19, the MYL Foundation is actively working with the host college to adequately plan a leadership and citizenship conference where all students, families, and staff members can feel safe and supported. With the Board's discretion and support, the Conference Director(s) will plan for an in-person conference to be held from Friday, June 2, 2022 to Sunday, June 5, 2022, adhering to local, state, and federal safety guidelines and protocols. If there is a need to transition to a virtual conference, the Conference Director(s) will continue to support programming and recruitment efforts and communicate changes effectively to all stakeholders.

Responsibilities

- Attend all board meetings
- Organize, promote, and implement all aspects of the Conference, including the theme to be present throughout the conference, with ongoing support and guidance from the Vice President
- Motivate and inform Conference Committee about their duties and encourage them to reach the MassSTAR goals
- Oversee Individual Conference Committee members to ensure that they are aligned with Board & Foundation mission and purpose, stepping in and/or escalating as needed
- Ensure that individual Committee members are regularly liaising with individual Board members as needed
- Serve as primary point of contact for host college (including dining and residence hall services); collaborate with other board members as needed for contracts and payment details.
- Develop budget for Conference
- Create agendas for Monthly Conference Committee meetings, with ad-hoc meetings scheduled in between monthly meetings if necessary
- Serve as MassSTAR liaison to MYL & Board
- Annually update MassSTAR North Star Guide: Guide for Conference Planning
- Work directly with Board Treasurer on MassSTAR expenditures and budget



Director of Online Content

Description

- Online presence and social media are the most direct way to reach our target base - alumni, students, schools, parents, donors, volunteers, etc. This person will be in charge of generating content - profiles, stories, articles, calendars, tweets, FB posts, etc. - for use on the MYL Foundation websites, Facebook and Instagram accounts, Twitter feed, and other online media sites. The Director of Online Content works closely with the Director of Communications and Director of Technology.

Responsibilities

- Attend all board meetings
- Develop and execute MYL Foundation's social media plan for each of our target audiences in collaboration with the President, Vice President, and Technology Directors.
- Work closely with event leads to promote programming efforts on social media in a timely and efficient manner
- Ensure that website content is up-to-date with the latest announcements and information
- Manage Instagram and Facebook pages with up to date announcements and creating engaging content for our MYL alumni and community
- Research trends in social media content and reflect it on our various platforms
- Work with alumni and our Technology team to expand and develop content on new social media platforms to expand MYL's presence online
- Assist in providing resources for pages on the MYL website